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T-SHIRTS ON A MISSION TO MAKE A DIFFERENCE

thehinitiative (pronounced “The H Initiative”) and Wellington City Mission have launched their street wear t-shirt range, “Food for Thought”. A portion of all t-shirt sales will go to the City Mission to help make a positive difference to people’s lives throughout greater Wellington.

The t-shirt designs are based off winning entries from their t-shirt design competition held earlier this year. The competition was open to all Wellington region college students, with students having to reflect the competition’s theme “Food for Thought” in their design.

The winners were: Libby McLeod’s *Mind over Apple* (1st), Mariah Templonuevo’s *Jiggzle* (2nd), Mikee Sto Domingo’s *Cookie Muncher* (3rd) and Ricky Carter’s *Question Marks* (runner up). Entries were judged by a panel that included thehinitiative director Li Ling Ng, Wellington fashion designer, Robyn Mathieson, clothing stores Fusion Surf Skate and Rex Royale, and The Church design company. Prizes included store vouchers and winning entries being produced into t-shirts to support Wellington City Mission.

Libby’s design *Mind over Apple* was awarded first place as it was a simple yet strong design. The humour and irony in the design were also appealing. In her entry comments, Libby described it as “...a silhouette of a profile with the top of its head missing, showing an apple as the brain.” thehinitiative has also given the *Mind over Apple* t-shirts a unique touch: the apple has been printed in special puff ink and comes in two colours, red for women’s t-shirts and green for men’s t-shirts.

The “Food for Thought” range will be the second one that thehinitiative has produced for Wellington City Mission. “Why not look great in a t-shirt and, at the same time, do good by helping our City Mission turn lives around?” says Li Ling.



The t-shirts are \$54.95 and will come in men’s and women’s sizes. They will be available for purchase from thehinitiative.co.nz and Wellington stores, Robyn Mathieson, Fusion Surf Skate and Rex Royale. Check thehinitiative.co.nz for full details.

In the photo (from left): Li Ling Ng, holding runner up t-shirt *Question Marks*, Libby McLeod in *Mind over Apple* t-shirt, Mariah Templonuevo in *Jiggzle* t-shirt, Mikee Sto Domingo in *Cookie Muncher* t-shirt.

ENDS

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Image files can be obtained from thehinitiative on request.